

R. J. REYNOLDS TOBACCO CO.
PACKAGE MERCHANDISER BONUS PLAN

R. J. Reynolds Tobacco Company (RJRT) is pleased to announce the following 1990 Package Merchandiser Bonus Program for retail stores which sell 300+ CPW primarily by the carton.

General Requirements

- A bonus payment of \$ 500 per store will be paid if retailer participates in RJRT's Express Checklane contract or agreed upon location for RJR's UPM contract.

Specific Requirement

- Retailer agrees to maintain RJRT fixtures and participate in referenced contracts for a period of one year.
- Retailer gives RJRT first right of refusal for agreed to location for a 3-year period in consideration of bonus payment.
- Payment will be paid at the end of the quarter in which the program was implemented.

Store Name Shops Please Print

Street Address 36 Newburgh Rd

City/State Hackettstown NJ Zip _____

Date: 1/1/91

539069
RJRT Account Number

[Signature]
Retailer's Signature

Title: Pres.

R. J. REYNOLDS TOBACCO COMPANY

By: Dawn Holland

51847 6419

SIS REPORTING PROCEDURE

When entering the Package Merchandiser Bonus to the Detail Contract Screen, enter the following:

Type: PK MER BO
Plan: Bonus
Rows/Units: 1
Rate: Enter the appropriate dollar amount
Effective Date: Enter the correct month/year
Ending Date: Enter the same month/year as effective date

NOTE: To eliminate the possibility of paying an account more than one package merchandiser bonus it is essential to enter the ending date at the same time as you enter the effective date. The ending date should always be the same as the effective date.